R.J. Reynolds Tobacco Company

April 23, 1998

EXAMPLE

Mr. John Smith
CEO
AB Convenience Stores
Winston-Salem, NC 27104

Dear John:

Last year, we reached an historic agreement forever changing the way we do business. We were willing to give up many things in an effort to bring a end to the tobacco wars in this country. However, it has become abundantly clear that we have failed. What started to be an effort to address the problem of youth smoking in this country has fallen victim to Washington politics and turned into a tax-and-spend frenzy. For now, the opportunity is lost.

The current legislation before Congress is nothing more than a half a trillion dollar tax increase on 47 million Americans who choose to smoke. Unlike the original settlement, the increases will be quick and severe. Washington wants you to think cigarette prices will be raised by only $1.10 per pack. In reality, the price will end up being at least $5 per pack. Business losses will be high. Cigarette smuggling will be a new growth industry for organized crime.

It is important that all of us in the tobacco business speak out immediately to oppose this Washington tax increase. None of us want kids to smoke, but the current process is all about punishing tobacco companies, and adding to the already bloated government bureaucracy. Nearly 2 million American jobs could be affected by this new Washington power-grab.

Please see the enclosed materials that will assist you in expressing opposition to increased tobacco taxes. I am asking you and your employees to write and call your congressional representatives immediately and express opposition to new tobacco taxes. Enclosed are talking points to help you develop letters as well as a list of congressional representatives, their addresses and phone numbers.

Your member of Congress and Senators are in Washington to represent your interests. Let them know that these new tobacco taxes will result in severe business losses for your company. I hope the enclosed information assists you and your employees in delivering that message. In addition, your local field representative will be contacting you to see if you have any questions or need clarification. Please let your RJR representative know who will be coordinating this effort in your company. Thank you for your help.

Sincerely,

Andrew J. Schindler
President and CEO

Enclosure

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/nzcy0000